

United States Police Canine Association

Media Kit



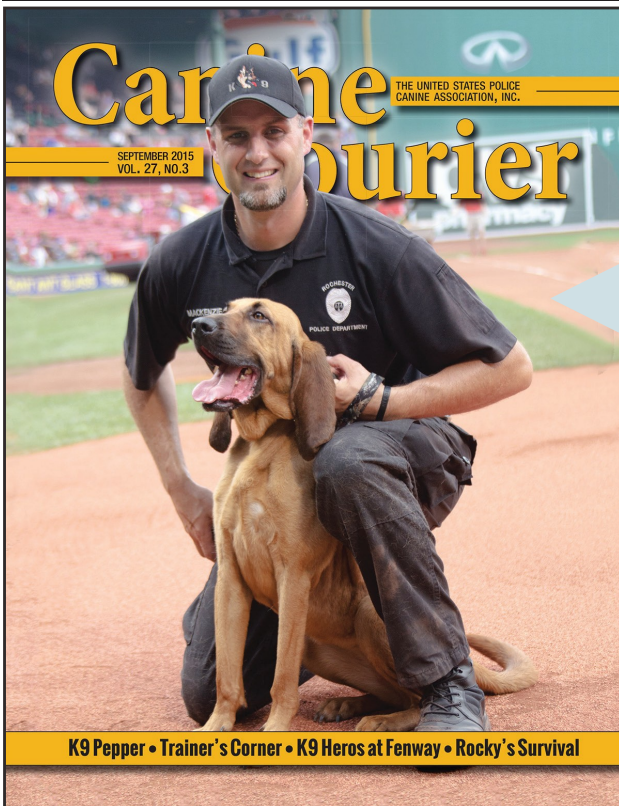
Your opportunity to reach thousands of
K-9 Handlers, Administrators, and
Trainers worldwide.

The oldest and largest Police K-9 Organization

Canine

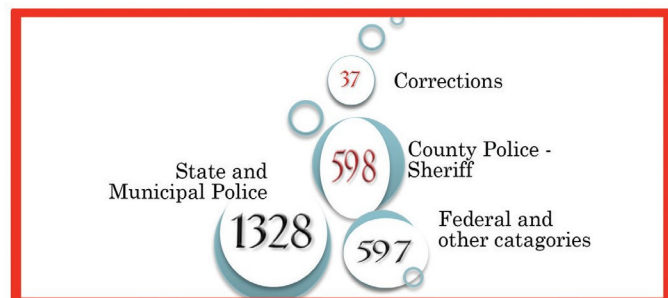
print ad specs

Courier



Canine Courier magazine offers a unique and targeted opportunity in reaching police dog handlers, trainers, evaluators, administrators and civilian supporters of Police K-9's.

$$4,000 \text{ Circulation} \times 2.5 \text{ Readers/} = 10,000 \text{ Total}$$



Standard Positions

Full Page8.5" x 11" ... 8.75" x 11.25" w/bleed...
\$575

Half Page Horizontal.....7.5"x 5" 8.75" x 5.25" w/bleed.....
\$345

Half Page Vertical2.556"x10" . 3.05" x 11.5" w/bleed.....
\$490

Quarter Page.....3.7"x4.9" \$275

Eighth Page2.4"x3.4"\$315

1/16 Page2.26"x1.5" .. \$130

Text only, Non-USPCA Event/Seminar listings

5 lines of text (who, what, why, where, & when) \$85

Flyer/Graphics, Non-USPCA Event/Seminar

Please refer to page size and pricing.

Premium Positions

Back Cover \$1,265.00

Inside Front Cover \$1,150.00

Inside Back Cover..... \$975.00

Guaranteed Position

File Delivery

CD

E-mail: Files that are 3 MB or smaller may be emailed to us-
pcacourier@gmail.com

Larger files may be shared via Dropbox. Please contact us for
additional information.

**Advertising in the Canine Courier now comes with additional
online exposure: your ad will also appear as a rotating
banner on the USPCA website. This banner will be displayed
approximately 50,000 times over the course of a year.
Additionally, your business logo will be featured in our
monthly newsletter, which reaches 5,000 subscribers each
month.**

File Specifications

Bleeds: add .125"

Files must be high resolution (300dpi).

File formats accepted: PDF, TIFF, EPS, JPG

Ad Production

Canine Courier will produce an ad for use in
our publication if a client needs design
services.

The client must provide ALL pieces
necessary for production of the ad, including
text, images, and related logos. All logos and
images must be 300 DPI - low resolution
images from web sites may not be used

The client will receive up to 3 proofs,
including an initial proof, a revised proof and a
final proof for approval. Ads must be approved
by advertiser before they can be used.

Courier Deadlines

Spring issue (arrives in March) - Due Date - January 25

Summer issue (arrives in June) - Due Date - April 25

Fall issue (arrives in September) - Due Date - July 25

Winter issue (arrives in December) - Due Date - October 25

Payment

Please make payments to

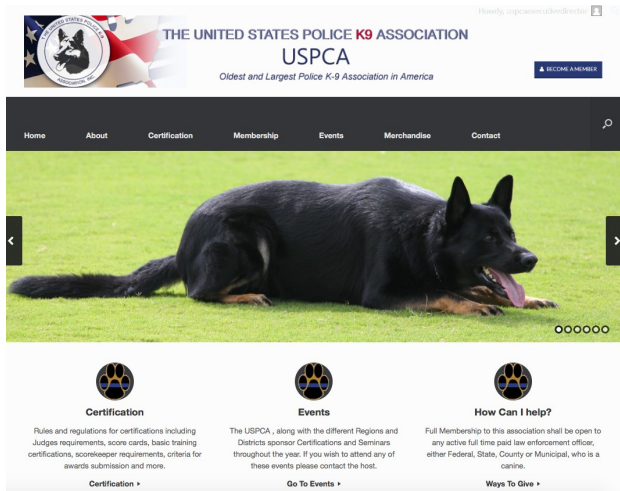
The Canine Courier

410 Norfolk Road

Flourtown, PA 19031

USPCKA9 WEB PAGE ADVERTISING

The USPCKA9.com web page provides modern and professional access to anyone, anytime and in any country.



The large majority of our website visitors are active law enforcement officers involved in Police K-9 operations, along with their Administrators searching for information to assist them in operating their units. Agencies researching resources, who are attempting to start up a canine unit, also make-up a portion of the USPCKA9.com visitors.

web adspecs

	Yearly	Quarterly	Monthly
460x60 pixels	\$225.00	\$65.00	\$25.00
220x200 pixels	\$180.00	\$52.50	\$20.00
	Best Value	Short Campaigns Budget	

- ✓ All ads provide a direct link to your website allowing visitors to click on the banner and be taken directly to your site.
- ✓ All 460 x 60-pixel banners, in addition to being placed in our ad rotation on each page, are placed on the Advertisers page.
- ✓ Banner Ads are approximately 460 x 60 pixels or 220 x 200 pixels, depending upon placement.
- ✓ Advertisers may submit their own banner ads or let us create one for you!

Full Page - no bleed

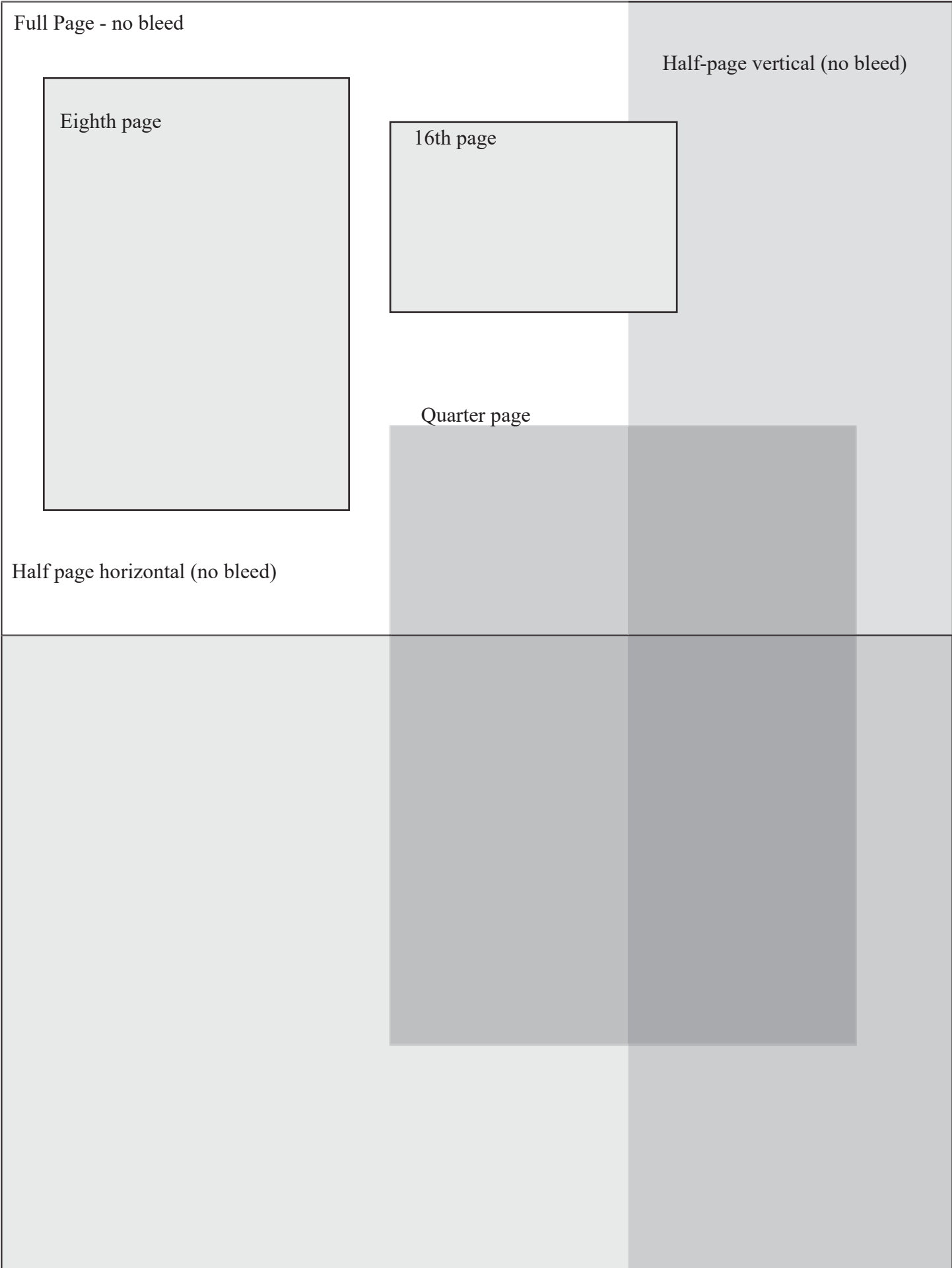
Half-page vertical (no bleed)

Eighth page

16th page

Quarter page

Half page horizontal (no bleed)



Need help creating an AD? We Can Help.

Canine Courier is published quarterly in March, June, September, and December for the United States Police Canine Association (USPCA) with members and supporters located in the United States, Canada, Europe, and the U.S. Virgin Islands.

Canine Courier can help create your AD.

For design assistance & hourly rates please contact Canine Courier - jorry@3p-inc.com

Advertiser assumes liability for all ad content.

Canine Courier will try to accommodate ad placement requests when available; however, this is not always possible unless specific placement is purchased. Therefore ad position is at the discretion of the publisher.

Media Kit packages can be prepared to meet the needs and budgets of advertisers and customers. For further information and assistance contact uspcacourier@gmail.com

Representatives of the Canine Courier, USPCA9.com Website and National Officers:

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